

From: Jon Thompson/=Vendors/Toyota.

Sent:6/23/2008 1:56 PM.

To: [-] Allison Takahashi/=TMS/Toyota@Toyota; Bill Kwong/=Mobile/Toyota@Toyota; Brin Wall/=TMS/Toyota@Toyota; Chad Harp/=TMS/Toyota@Toyota; Charley Roberts/=TMS/Toyota@Toyota; Cindy Knight/=TMS/Toyota@Toyota; Dan Miller/=Vendors/Toyota@Toyota; Denise Morrissey/=TMCC/Toyota@Toyota; Greg Thome/=TMS/Toyota@Toyota; Irv Miller/=Exec/=TMS/Toyota@Toyota; Joe Nolan/=Lexus/Toyota@Toyota; Joe Tetherow/=TMS/Toyota@Toyota; John Hanson/=TMS/Toyota@Toyota; Julie Alfonso/=TMS/Toyota@Toyota; Michael Kroll/=TMS/Toyota@Toyota; Michael Rouse/=TMS/Toyota@Toyota; Mike Michels/=TMS/Toyota@Toyota; Ming-Jou Chen/=TMS/Toyota@Toyota; Nancy Hubbell/=TMS/Toyota@Toyota; Ron Kirkpatrick/=TMS/Toyota@Toyota; Ryo Sakai/=TMS/Toyota@Toyota; Sacha Terrill/=TMS/Toyota@Toyota; Sam Butto/=Lexus/Toyota@Toyota; Scott DeYager/=TMS/Toyota@Toyota; Sona Iliffe-Moon/=TMS/Toyota@Toyota; Susan Pack/=TMS/Toyota@Toyota; Xavier Dominicis/=TMS/Toyota@Toyota; chighland@tma.toyota.com; Mary Nickerson/=TMS/Toyota@toyota.com; Florence Drakton/=TMS/Toyota@toyota.com; Connie Lee/=TMS/Toyota@toyota.com; Jennifer_Chung@toyota.com; Matthew_Plasch@toyota.com; Chad_Kaszer@toyota.com; George_Morino@toyota.com; Kirk_Forsht@toyota.com; Steven Curtis/=TMA/Toyota@toyota.com; Mira Sleilati/=TMA/Toyota@Toyota.com; Mary Nickerson/=TMS/toyota@toyota.com.

Cc: [-] .

Bcc: [-] .

Subject: Fw: Toyota Threat Tracker Matrix - June 23, 2008.

FYI

----- Forwarded by Jon Thompson/Vendors/Toyota on 06/23/2008 01:55 PM -----

"Colacurcio, Joe" <Joe.Colacurcio@nielsen.com>

06/23/2008 01:53 PM To <Mike_Michels@toyota.com>, <Jon_Thompson@toyota.com>

cc "Enzweiler, Julie" <Julie.Enzweiler@nielsen.com>, "Stephenson, Bill" <Bill.Stephenson@nielsen.com>, "Black, Larry" <Larry.Black@nielsen.com>, "Patak, Elizabeth" <Elizabeth.Patak@nielsen.com>, "Greg" <greg.brummer@gmail.com>

Subject Toyota Threat Tracker Matrix - June 23, 2008

Hello,

Attached please find the latest Toyota Threat Tracker Matrix, covering consumer-generated media between June 9, 2008 and June 20, 2008. This file has been posted to the Toyota Corporate Communications website, <http://toyotacorpcomm.reports.buzzmetrics.com>, and all future BuzzAlerts, BuzzUpdates to those alerts, and Monitoring topics will be posted there as well. Finally, please note that the document should be correctly formatted for easy printing at your desk. If you continue to experience problems, let us know.

In the attached Threat Tracker Matrix, there are no identified High Severity Level threats, and we have marked the following topics as either Medium or Low Current Threat Severity Level:

Medium Threat Severity Level

- § Detroit Free Press States Toyota Denies Tacoma Unexpected Acceleration
- § Toyota's Li-Ion Plug-In Hybrid Plans and Bill Reinert Comments
- § Lexus Interior Quality Disappointments
- § Honda CEO "Trash-Talks" Toyota's Prius
- § Toyota Tundra Production Cuts/Temp Worker Lay-offs at San Antonio Plant
- § National Labor Committee Accuses Toyota of Workers' Rights Abuses

Low Threat Severity Level

- § Prius Price Gouging?
- § Toyota's Negligent Roadside Assistance?

§ Aftermarket/Retrofitted Plug-In Prius Burst Into Flames

Regards,
Joe Colacurcio
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